

▶ **THE COMPANY**

Enterprise Software/Digital Workflows  
HQ Santa Clara, CA  
Established 2004  
8,600+ Employees Worldwide  
[www.servicenow.com](http://www.servicenow.com)

▶ **CHALLENGE**

Manage Rapid Growth  
Establish Systems for Content Creation  
Meet Growing Demand for New Marketing Materials

▶ **PRACTICE AREAS**

Strategy  
Product Launch  
Sales Enablement  
Content Development

▶ **DELIVERABLES**

Market Research  
Go-to-Market Positioning  
Blog Development  
eBooks & Sales Tools

## Delivering critical support for a new business unit experiencing exponential growth.

ServiceNow - a leader in digital workflow automation - recently expanded its product portfolio beyond IT management, introducing customer service solutions into a competitive market segment. The new Customer Service Management and Field Service Management solutions soon saw rapid adoption by enterprise organizations and large government agencies, resulting in accelerated growth for the start-up business unit within ServiceNow.

In fact, it was growing so fast, the team couldn't keep pace with demand for product marketing deliverables nor staff up in time to execute its go-to-market strategy. Aventi Group brought in expertise and resources to clarify the competitive situation and positioning, and quickly establish foundational marketing content.

“ If you're looking for go-to-market support with short ramp-up time and quick value delivery, Aventi is where you should go. ”

— **Holly Simmons**, Former Head of Global Product Marketing, ServiceNow Customer Service Management

### From zero to 70 during a hypergrowth phase.

At product launch, ServiceNow's Customer Service Management team was small, but growing quickly. Aventi Group was brought in at the inception to quickly develop much-needed deliverables and set up a workflow for the ongoing production of customer collateral and sales tools. Initially, Aventi delivered foundational messaging and content, eventually handing off production to an in-house corporate group.

“ We needed people to help us define strategies and tactics — not just project manage delivery. Aventi scaled up fast to fill the resource gaps during our growth spurt. We got both rapid turnaround and top-quality execution. No tradeoffs required. ”

— **Holly Simmons**, Former Head of Global Product Marketing, ServiceNow Customer Service Management

## Why Aventi Group?

ServiceNow selected the Aventi Group for the breadth of its product marketing expertise and its ability to get up and running rapidly. "The agency offers a deep talent pool with consultants who have experience in diverse markets and understand the market dynamics and buyer perspectives across a range of industries and technologies," noted Simmons. To drive demand for the unit's workflow offerings, Aventi helped develop messaging and core content for a variety of deliverables, including:

- Web Pages
- eBooks
- Editorial Calendar and Blog Posts
- Social Media
- Sales Presentations
- Vertical Success Stories

## Results



Aventi Group established a launching pad for ongoing content delivery. Aventi created the framework and initial deliverables and, as staff was added, the ServiceNow group was able to bring key deliverables to new hires while continuing to engage Aventi to take on new projects required to support growth.



Aventi helped to scale the new business with rapid turnaround. Without the Aventi Group, the Customer Service Management business unit could not have met demand for fresh marketing materials in a timely manner or adequately scale enablement of its sales team.



Competitive analysis and market research helped the Customer Service Management group firm up its identity and product value propositions.

“Aventi Group provides a knowledgeable resource that's hard to find in today's product marketing arena. They offer a unique mix of talents and expertise, spanning markets, customers, products, and technologies.”  
— **Holly Simmons**, Former Head of Global Product Marketing,  
ServiceNow Customer Service Management

## Get product marketing expertise and resources on demand.

Aventi Group delivers essential product marketing services from the heart of Silicon Valley, flexibly and on demand. Looking for strategic smarts and tactical excellence? Start your search here: [www.aventigroup.com](http://www.aventigroup.com).

### Connect with us

We'll listen to your challenges and craft the best plan of attack.

Please contact us at  
[Aventi Contact Form](#)  
or call (415) 890-5434



**Aventi Group**  
expertise. speed. results.

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